

Message Text

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43

ACTION EUR-06

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R 141344Z JAN 74

FM AMEMBASSY THE HAGUE

TO USDOC DISTRICT OFFICE NEW YORK

INFO SECSTATE WASHDC 2739

USDOC WASHDC

AMEMBASSY BRUSSELS

UNCLAS THE HAGUE 186

BRUSSELS FOR ROD GRANT

E.O. 11652: N/A

TAGS: BEXP, NL

SUBJECT: WINTER CONSUMER ELECTRONICS SHOW. (POSSIBLE REVERSE
TRADE MISSION)

PLEASE PASS FOLLOWING MESSAGE FROM EMBASSY TO MR. Z.B. HYDE OFFICER
OF SUBJECT CONGRESS/EXPOSITION AT 331 MADISON AVENUE, NEW YORK,
N.Y. 10017.

QUOTE:

1. AS PART OF ITS US EXPORT AND VISIT USA PROMOTION ACTIVITIES
EMBASSY FOR SOME TIME HAS BEEN WORKING TO ENCOURAGE GROUP TRIPS FROM
THE NETHERLANDS TO US TRADE SHOWS, CONVENTIONS, ETC. WE RECENTLY
MET WITH A DUTCH FIRM ACTIVE IN ORGANIZING AND CONDUCTING
OVERSEAS GROUP TOURS AND FOUND IT TENTATIVELY INTERESTED IN
POSSIBILITY OF MOUNTING A GROUP TRIP TO YOUR 1974 OR 1975 CONGRESS
AND EXPOSITION LAST HELD JANUARY 1973 CHICAGO, ILLINOIS.

2. DUTCH FIRM IS DILIGENTIA B.V., AMSTERDAM WHICH IS A LEADING
NETHERLANDS PUBLISHER OF TRADE JOURNALS (16 SEPARATE PUBLICATIONS)
AND TRADE AND INDUSTRY DIRECTORIES (6) AND WHICH ALSO HAS A SPECIAL
"EVENTS DEPARTMENT" FOR GROUP TRIP AND SEMINAR PROJECTS. IN 1973 THIS
LATTER DEPARTMENT CONDUCTED 26 "EVENTS" INCLUDING GROUP TRIPS TO
HONG KONG, ISRAEL, BRAZIL AND GERMANY FOR DUTCH AND ALSO BELGIAN
BUSINESSMEN (COMPANY ALSO HAS OFFICE IN BRUSSELS). TRAVEL TRIPS ARE
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USUALLY BUT NOT ALWAYS RELATED TO THEMES COVERED BY DILIGENTIA

PUBLICATIONS AND ARE ADVERTISED IN THEM.

3. DILIGENTIA WOULD LIKE TO RECEIVE ASAP DESCRIPTIVE LITERATURE, BROCHURES, ETC. RE YOUR 1974 OR 1975 CONGRESS AND EXPOSITION FOR ITS USE IN CONSIDERING, PUBLICIZING, ORGANIZING, ETC. OF A POSSIBLE GROUP FLIGHT TO IT. MATERIAL SHOULD INCLUDE USUAL DESCRIPTION OF THE EVENT ITSELF, DATES AND PLACE PLUS AS AVAILABLE INFORMATION ON KINDS OF EXHIBITS, HOTEL FACILITIES, SPECIAL ARRANGEMENTS IF ANY FOR FOREIGN VISITORS, ATTRACTIVE SIDE TRIPS, ETC. SINCE EMBASSY WILL BE ASSISTING AND POSSIBLY CO-SPONSORING FLIGHT, WE WOULD APPRECIATE YOUR SUPPLYING BY AIRMAIL DUPLICATE PACKAGES OF FOREGOING MATERIAL AS FOLLOWS:

THREE PACKAGES TO MR. H.F. VAN DER SCHAAR
STUDY EVENTS DEPARTMENT
DILIGENTIA B.V.
TESSELSCHADSTRAAT 18
AMSTERDAM

THREE PACKAGES TO HAROLD C. VOORHEES
COMMERCIAL COUNSELOR
AMERICAN EMBASSY
APO NEW YORK 09159

4. IF PACKAGES ARE BULKY POSTAGE COSTS COULD BE REDUCED BY SENDING ALL SIX PACKAGES APO TO VOORHEES WHO WOULD BE GLAD PASS THREE TO DILIGENTIA.
UNQUOTE.
GOULD

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